

## REMARKS

Favorable reconsideration of the present application in light of the following discussion is respectfully requested.

Claims 24-31, 34, 36-43, 46, 48 and 49 are presently active in the case, with Claim 46 amended, by way of the present amendment, to correct a discovered informality.

The present amendment is being filed along with an Appeal Brief. In this respect, Applicants request that the present Amendment be entered prior to the entering of the Appeal Brief.

Applicants submit that as evidenced by Pare, Jr. et al (USP 5,870,723), submitted via an IDS herewith and from which Hoffman et al (USP 6,012,039) claims priority, Hoffman et al is not prior art with respect to Applicants' June 12, 1997, priority date since Pare, Jr. et al fails to disclose the features from Hoffman et al cited in and relied on in the present Office Action. In addition, Applicants submit that the claimed invention, as recited in Claims 24-31, 34, 36-43, 46, 48 and 49, is patentably distinguishable over Sloane, alone or in combination with Hoffman et al, as is argued in the Appeal Brief filed herewith.

Consequently, in view of the present amendment and the Appeal Brief, the present application is believed to be in condition for formal allowance. An early and favorable action is therefore respectfully requested.



**22850**

(703) 413-3000

Fax #: (703) 413-2220

I:\atty\CRV\7791\77910103.pre; RAN:CRV:abs

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,  
MAIER & NEUSTADT, P.C.

A handwritten signature in black ink, appearing to read "Carlos R. Villamar".

Carlos R. Villamar  
Registration No. 43,224

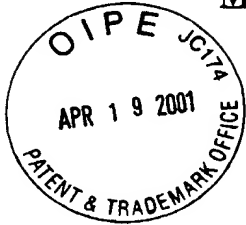
**Marked-Up Copy**

Serial No: 09/505,632

Amendment Filed on: .

April 19, 2001

**MARKED-UP COPY OF CLAIMS AS AMENDED IN SERIAL NO. 09/505,632**



Please amend Claim 46, as follows:

--46. (Twice Amended) A computer network implemented system, comprising:  
means for transmitting from a [client] ~~manufacturer~~ computer over the Internet to a  
remote Web site manufacturer incentive data defining manufacturer incentives to purchase  
one of a product and a service offered by a manufacturer; and  
means for updating a manufacturers incentives database storing data defining  
manufacturers incentives including graphical image data corresponding to said manufacturers  
incentives with said manufacturer incentive data.--.

I:\atty\CRV\7791\77910103.pre; RAN:CRV:abs